REMARKS/ARGUMENTS

The Office Action mailed March 24, 2005 has been reviewed and carefully considered. Claims 4, 8, 36-37 and 51 are canceled. Claims 1, 5, 6, 34, 38 and 52 have been amended. Claim 69 is added. Claims 1-3, 5-7, 9-35, 38-69 and 52-69 are pending in this application, with claims 1, 34, and 69 being the only independent claims. Reconsideration of the above-identified application, as herein amended and in view of the following remarks, is respectfully requested.

Claims 1-68 stand rejected under 35 U.S.C. §102(e) as anticipated by U.S. Patent No. 6,357,042 (Srinivasan).

Independent claims 1 and 34 have each been amended to recite that the content reference for a new session is determined and the connection of the browser to the new session before user selection of the selected hyperlink is made. Support for this limitation is found in original claims 8 and 36-37 and also on page 14, lines 10-21. This limitation allows a smooth switchover to be effected when the user selects the selected hyperlink.

Srinivasan relates to a method and apparatus for multiplexing separately-authored metadata for insertion into a video data stream. Srinivasan disclosed a tracking module 13 adapted to determine a pixel signature associated with a visual entity to be tracked in a video display, and there to determine the path of the pixel signature in the display (see col. 7, lines 16-20 of Srinivasan). For example, a semi-transparent shape 31 defines an area that may be rendered an interactive area linked to the swim suit of diver 27 (col. 8, lines 5-7). Srinivasan further discloses that a mouse click on an entity during playback of the video may invoke a link to a network-based data-server that delivers data to the end user (col. 12, lines 30-33).

Srinivasan fails to teach or suggest determining the content reference for a new session and initiating the connection of the browser to the new session before user selection of the selected hyperlink is made, as now expressly recited in independent claim 1. These limitations allow a smooth switchover to be effected when the user selects the hyperlink because the new session is already established (see p. 14, lines 10-21 of the present application). These limitations were originally recited in dependent claims 8 and 36-37. The Examiner states that these limitations are disclosed at col. 32, lines 23-31, and col. 33, lines 52-58, of Srinivasan. However, these sections of Srinivasan disclose that URLs for ads are sent with a videostream and that videos may be preauthored to include interactive advertising. Neither of these sections referred to by the Examiner discloses that the browser initiates a connection to a second content server while the video is playing and before the user selects a hyperlink as expressly recited in each of independent claims 1, 34, and 67. Accordingly, independent claims 1, 34, and 69 should each be allowable over Srinivasan.

Dependent claims 2-3, 5-7, 9-33, 35, 38-50, and 52-68 each being dependent on one of independent claims 1 and 34, are deemed allowable for at least the same reasons expressed above with respect to independent claims 1 and 34, and for the additional recitations contained therein.

The application is now deemed to be in condition for allowance and notice to that effect is solicited.

Respectfully submitted,
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Dated: July 25, 2005